

*Welcome to the practicedna Podcast where we interview ladies in the chiropractic profession about what excites them and what has helped make their practice great. Practicedna is brought to you by Clear Health Media your source for automated solutions for ethically patient generation, patient retention and increasing your practice revenue, visit [clearhealthmedia.com](http://clearhealthmedia.com) that teaches you how to setup, build and run your own practice.*

Matthew: I am very lucky today to have on the call with me Leandra Brady-Walker who is a chiropractor who is practicing in Darwin but she has a very unique story in that she has taken her message beyond just being a regular chiropractor into publishing a book and doing book tours and taking her message to a much wider audience. So we are really lucky to have her on the call today, so thank you very much for coming along Leandra.

Leandra : Thank you for having me.

Matthew: It is a pleasure that is for sure. Maybe for those who aren't familiar with you and your work, so can you just give a bit of a background on you as you are now in terms of what you are currently doing within chiropractic.

Leandra : Sure, so at the moment I am living and practising in Darwin, so my husband and I have a chiropractic clinic, it is called the Chiropractic Place. So that's been here now for almost five years and I have sort of transitioned a little bit out of clinical practice, so that sort of started when I got pregnant with my daughter who is now almost three and so obviously when you have a baby you can't practice. So I probably stopped practicing around about thirty, when I was about thirty five weeks pregnant and obviously then when I started, well after I had Asha I wasn't back in the clinic for a little while, I took four months off until when she was four months but when came back into the clinic, I was really the driving force behind the Chiropractic Place when it started and when I came back I realised that Jacob had sort of stepped into my place and he had sort of taken on the business as his own and I am very much and I am very much a person who needs my own sandpit I needs a little project of my own. So that is when I started A Cosmopolitan Hippy, so I now have a sort of an alter ego I guess who is the Cosmopolitan Hippy and pretty much I help women find the balance between raging party girl and blissed out hippy. So it is all about, it is the chiropractic lifestyle, I just branded it pink, so I teach women how to sort of have it all by redefining what it all is and I talk about the physical, chemical, emotional stresses that we have in our lives and I teach women how to do things without really impacting their health too much, so how to wear high heels properly, how still to go and have your cocktails and how to lead a good and free lifestyle and go out and eat and how to wear ethical clothing and how to meditate, how to be grateful. So yeah, it's really a lifestyle thing.

Matthew: Now that is amazing, I think it is such cool for that in terms of people who, you know, they want to live a fun life, you want to go out, you want to be able to catch

up with friends, and go to restaurants and you know, in the case of women wear makeup and do all those sort of things and look good but there is that sort of push me pull you sort of thing generally isn't there where, you know, all the most of the conventional makeups are full of horrible toxins which you just want to put on your body I imagine as a woman and that is. What has been the reception of people to your message?

Leandra : It has been phenomenal actually, like you said I think that there is this huge need out there because people are looking for a healthier way of living and people are so much more conscious about what they are putting on their bodies and into their bodies and, you know, what stress is doing to them and, you know, I do get a lot of people, the reason I wrote Cosmopolitan Hippy is because I had so many clients coming into me and saying oh how do you do it, like you still wear makeup and you still have nice cloths and, you know, I see you our eating, like going out eating all the time but I know that you are really healthy so how do you do it and yeah it's like you can do it. I mean you know, people are becoming more conscious like people who produce clothes and produce makeup and, you know, restaurateurs, everyone is becoming more conscious. So it is just about being out there and finding those things, I mean it is tough there is so much out there and you are right as a woman there is a certain ideal about what you have to be and I think, I specially see young mums around me striving for this idea of perfect but they don't know even know what it is. So, you know, helping women define what that idea of perfect is and helping them just, you know, accept themselves a little bit more. It is a huge concept but really what I am sort of selling is sort of like a bit more acceptance, a little bit more self-love and a little bit more sort of gentleness of living and things.

Matthew: Excellent. What actually got you into chiropractic and sort of natural lifestyle to begin with, was it a certain event or it is just something you grew into or?

Leandra : Funnily enough my mum had a disc injury when I was about five so she, you know, she was a single mum when I was a young child so she pretty much she was told she needed surgery and the stats on that weren't great so she went to chiropractor and she, and yeah that was sort of a miracle cure and then when I started getting and I think I hurt myself swimming, I was about seven and my mum took me to the chiropractor. So I have always seen a chiropractor and then pretty much, interestingly enough I had always been a bit of an ill child, just tiny aches, not feeling well, I mean I was twelve when I asked my GP well why don't I feel good and he said there is nothing wrong with you, I am like yeah but there can't nothing wrong with me if I don't feel good. So that was sort of when I started kind of looking for my own answers and I was always told I should do medicine but it never resonated with me so. So I kind of just, I don't how I picked chiropractic but I just thought oh yeah, well like it is good to be a doctor, actually I got asked by my year eleven career's councillor, she said to me, she is like, so do I do a GP because I said I might want to be a doctor and then she said to me

okay, do you want to be like someone who specialises in something, you really know a lot about one topic and you are really good at that and I said year, I want to do that and then she said, oh do you want to be GP, like you see people like grow up and you get to like really be involved in their lives, and I am like I want to do that too. So chiropractic suited me perfectly because I am into natural health and I am pretty much nerve doctors and that is all that they do, I don't know much but the endocrine system. Yeah, so it suited me perfectly so that is why I went into it but I think I was probably in my second year when I actually started to realise what chiropractic was really about and that is when I kind of discovered I weight intolerant and when I realised that I was weight intolerant I started changing my diet and then I realised that if I could wrong about that like what else was I wrong about. And I think the big change, a big light bulb moment came for me when I learned about gut brain health and about the gut brain connection and it was like angels saying and everything came together for me and I realized that that was my real calling, I mean, my passion is food and when I realised that food actually changes the way your brain functions, I mean, when I read Grain Brain I was like oh my god, this man is inside my head. I have written a cookbook which is like A Cosmopolitan Hippy and that is mainly, food is hot right now, so that is sort of what I have been focusing on for a little while because people want food and people want recipes and want to be the master chefs. So yeah, it is very much based on sort of the Grain Brain principals of except he is very much in dairy and I am not so that one of many differences.

Matthew: What was it that inspired you and almost made you think like you could take your message to a larger audience because it is one thing for a practitioner to be in their practice and educating their patients which is all very important but you have obviously gone that step further in taking your message to a much bigger audience. Did you have a definite grand plan that that was what you were going to do all along or what sort of prompted you to take that step?

Leandra : Kind of I guess, I mean I have always wanted to write a book, I actually wanted to be a writer before I wanted to be a chiropractic but I never really much to write about as it turns out, I don't have a great imagination. So my stories were never but chiropractic gave me something to write about and I have always wanted to change the world, I mean, even from like when I was a little kid, like I just never knew exactly how I was going to do it. So I suppose chiropractic kind of gave me something to fight for, gave me something that I was really passionate about, you know, I totally believe in that I want everyone to know, I mean mainly because like when I was a kid I had no one, I had no one to educate me, to look up to, to help me through my health things and I always wanted to be the practitioner that I never had and funnily enough the more I look around me the more I realise that, you know, there is no actually but for someone like me there is still not a giant amount there out there for, I mean, there is a little bit more than it was when I started this journey ten years ago but it is still tough out there, if you are young

and you are female and you are trying to look for answers there is not a lot out there, so I really just wanted to be out there helping more people, I mean, I have got a medium, I only work a day and a half a week in my clinics, so I only see about fifty people so I was thinking like well changing the world like one person at a time fifty people a week in a small town like Darwin I am like that is a huge task. So I really had to sort of step back and go well I have always wanted to change the world and how am I going to do that and yeah Cosmopolitan Hippy gave me a way to do that, so yeah I have always wanted to.

Matthew: Right, and you really just, am I right in assuming you are just kind of, it all just aligns so much with your passions in terms of really what you are saying and that is what made you to want to go forward. Can you give sort of some practical tips to people who might be interested in following your path in terms of publishing their own book as this and ways to go about it or not to go about it or whatever?

Leandra : So I was lucky enough to be, I joined a program to help me with all this because I had so much in my head to try and sort out, you know, joining a program is actually not a bad idea if you do have a lot in your head, so the program I joined was KPI which is Key Person of Influence and that was great, that really helped me the only thing was that I did that while I was pregnant and travelling from here and that was a long time ago and it took me a very long time to put it all together in my head. So, you know, understanding that this is not, like if you have a passion and you have a goal and somewhere you want to go to understand that this is not a sprint, it is a marathon, like you know, this is what you are going to be doing for the rest of your life if you are really passionate about it and it is not going to happen overnight. So, you know, really sitting down and being, like you have to in it for the passion and the love of it and you have to have a non selfish purpose for it because otherwise it is going to eat you alive because it is tough, it is really tough to publish your own book, So I did, I self published both books. So, you know, I wrote them and I hired editors and I hired graphic designers, it costs a lot of money as well so, you know, you have to be able to put your money away in advance. I also did my second book which is a cookbook, so I had photographers do it and everything and that is I would never ever recommend somebody publish a full cookbook on their own because I am crazy and I actually don't know anyone else who has probably self published a cookbook to the extent I have. But yeah, understanding it's a marathon, it's something that you will work hard for a very long time, like I have been on this journey by putting all this together, like when I really go back for ten years I have been in practice six years now and Cosmopolitan Hippy is really only a year and a half old. So it's all about being a bit more innovative and you know, it is very like next level of thinking, like you know, it has taken me a long time to understand that, I am about to transition out of clinical practice actually as well because I am going to have another baby but I am looking at doing more speaking, more books, more writing and also I would like some more on my programs and that like a huge lip

from being a chiropractor and putting your hands on people and getting paid for it, putting yourself in that space is very very different. So it is scary as well so, I mean, again if it is your passion and you love it and this is something that you want to do and you really feel in your guts that is amazing for you and this is where you are meant to be like it will happen but it takes time.

Matthew: Yeah, whenever people sort of talk about that, you know, minded of those the artists like musical artists who have maybe taken ten, twenty, thirty years to build up their career and suddenly they become famous and everyone sort of says, oh they have just come from nowhere and seeing the fact that it has taken them ten or fifteen years to actually get to the point of being able to suddenly be a big success that everyone suddenly hears it.

Leandra : Of course, I mean, it's like a you see everywhere saying don't compare your beginning to somebody else's middle and I am guilty of doing that all the time, I am guilty about looking at my things, looking at my stuff and looking where I am going oh that I am not like this person, you know, I am not like Sarah Wilson, I am not like Lola Berry but I mean I know people who know Lola Berry and I know that she has been doing this, she has been like fully trying to get into the industry and get where she is for about eleven years now. So I mean, you know, when you think about it I have only been living pushing this for a year, so, you know, it is very very different.

Matthew: Yeah, it's the early days really,

Leandra : It is it is very early days for me, so I mean I have actually had phenomenal success for how early on I am in Cosmopolitan Hippy but yeah, I mean, I am taking a little bit of a break now at the moment because I have just come back from my book tour which was all again self funded. I don't know who else does a self funded book tour, like and takes there two year old with them but it just seems like oh yeah, I will just do that and yeah it all works for the best in the end but I do have some crazy ideas and I am lucky that I have a husband who is also as crazy as I am and says yes to all my ideas.

Matthew: That was actually going to be my next question is as you are going through this process of creative involvement and advancing yourself within the industry and so on, I imagine you have obviously setbacks and particular some low times associated with that, are there certain things that you found to be useful to motivate yourself and keep your vision on that big dream and keep pushing yourself forward?

Leandra : Yeah, obviously I have got a lot of good people around me, so I have got my husband who is fantastic but, you know, it seem a really good support to my and yeah, you are right there are a lot of setbacks, a lot of like, you hear a lot of nos or you hear not much of anything sometimes, like kind of I have sent my books to some pretty big names and heard nothing back but you know, it is fine, I mean,

like I said it swings and roundabouts and eventually it is all about outflow and putting more out there and you know, trying to keep a positive outlook but I do have coaches and I do have accountability buddies. So I have a lot of people around me who, again I live in Darwin so it is far away from people so I work with a lot of people, so I have an accountability buddy who I call once a fortnight and we have lists of things and we push each other to do things and, you know, if something doesn't work or like I do have a lot of, you know, I am person, I am human, I have a lot of self doubt and so if something comes up and I say what an offer, I should do this, should I put myself forward, you know, it is good to have someone who is sort of out of my industry but in the same sort of spears me, who can just go no you are being ridiculous just do it or yeah ok fair enough I see where you are coming from. But my accountability buddy has actually never said to me now I see where you are coming from, he is always like what the hell are you talking about just do it and honestly what is the worst that is going to happen. So, yeah, it can be very tough, I mean, I created a pseudo name so, you know, Cosmos Hippy is the person out there and she is the one who will get all the, I haven't got a lot of criticism but you know, she does, she only gets the criticism and things like that but yeah it is me, like it is too me, like you still feel it, it is very different from my clinic, you know my clinic being having a person, my clinic being out there and me just being a chiropractor. It is me as like this is my life and this is what I do and this is my passion and if somebody says I really don't like that, like it hurts a lot more. So you have to have to grow a bit more of a thick skin if you want to be out in the limelight and you want to be a bit more of a personality and you do want to lead a charge and a revolution and Pete Evans will probably say the same thing.

Matthew: Yes because he has got some flak recently hasn't he?

Leandra : He really has but I mean, that is the thing like you have to understand, you know, you have to look at thing that no publicity is bad publicity and whatever happens you just have to take it on the chin and be like ok and, you know, learn when to shut your mouth and stop, you know, stop feeding the trolls.

Matthew: Yes, it is always a challenge.

Leandra : So much so because again it is your passion like you love it and it is your life and it is very hard for me to separate Cosmo Hippy from my life and who I am. So I mean try and get that, because it is different from having a job, it is different from the clinic, like usually I come to the clinic, I leave everything, you know, I leave everything I come in and I am a doctor and that is just what I am, it is very very different when you out there speaking and you are writing books and you are writing articles and you know, you put yourself out there. So it is a lot harder,

Matthew: What you were describing before in terms of finding that accountability partner for those who are listening out there who aren't quite sure how to go about doing that is this just a friend of yours that you got in touch with

Leandra : This is someone who is in my program, the KPR program that I was talking about but I mean, I also have a coach, like actually pay a coaching company as well, she is also a bit more of an accountability buddy for me and she is a bit more of a sounding board for me and I sort of talk more sort of my emotional crap with her really. I would probably suggest not a friend because friends are always like, no they want to be nice to you and they want to like part you a little bit and hug you a bit. You need someone who is going to be a little bit more, like push you a little bit more and kind of tell you the hard things and kind of say look you are being an idiot. So unless you have a friend like that, actually my best friend has been like that but I would suggest somebody, and actually somebody who is not in your industry is always a little bit good as well. So someone maybe someone who is in natural health like you know, if you have got like, I don't know if anyone else has like, like in good in networking groups, like when you start getting out there in your community and start meeting some people and maybe, it is always nice to talk to people who are not chiropractors because I think as chiropractors they don't very differ in idea that how business works and it actually doesn't work differently itself, like it works exactly the same. That was a revelation when we started our business, I was like oh so it's no different.

Matthew: Like you have to know about profit and loss and cash flow and things like that

Leandra : Yes exactly and bookkeeping, like I think the biggest thing was that when we went out we didn't have to charge, we were a health service and I was like how do I not know that. So yeah, there is a lot of stuff when you kind of start your own business you are go ooh that's different, I am like not different like exactly the same as everyone else. So I think having someone else out of your industry to sort of sound board things off because people thing, because as chiropractors we think very differently from other people and I think if we get that, I am married to a chiropractor so in our household we think very similar so I do need people outside of my industry to go what the hell were you thinking

Matthew: Yes, it's one of the biggest challenges I find with working with people is getting them to stop thinking like just a practice owner and actually start thinking like a business owner and it's always a challenge, if people can do it then the rewards are great and you don't have to give up your principles and you don't have to give up the way, the philosophy behind it, you can be successful both financially and by whatever other metric you want to use without giving up those principles and in fact I think if you stick by those principles but do a sound business principles as well you will actually be more successful in delivering your message in your service.

Leandra : Exactly like there is this idea of like martyrdom, of like it is so much better to be poor and fortunately like the electricity company does not take love, they just don't, Woolworth doesn't take love, like I can't feed my family on love. So I believe if you are good at what you do you should be paid for it. I remember seeing a, when we moved here I remember seeing a poster in the health food store saying 'oh we are hypnotherapists and we don't charge for what we do because we love what we do' and it made me so angry. So it is like oh, right so I went to uni for seven years because a doctor, dedicated my life to this, you know, I went and swept floors to scrape some money to start my clinic so that I could practice the way I wanted to and apparently because I charge for it I don't love it? It is like no, like I love it, I have really banked on this, like I have done whatever it took.

Matthew: There are so many implicit beliefs in that statement that are just so faulty but are going to potentially limit that person because unless they are lucky enough to practice from their own home and even then they have still got their mortgage to pay but you know, if they are renting premises the landlord is not going to take love.

Leandra : Exactly, this is a capitalist society like money makes the world go around and you think about it like you even charge a little bit and not even think about money, think about energy and energy like you have to give energy to get energy, like energy is not stagnant, like there is outflow and inflow and so that happens with money as well, so if you are not accepting money and you are not accepting of money then you are never going to work on it that is stagnant and you are in contraction phase. So it makes no sense, you know, it is weird, it did take me a while to actually get over that factor oh I have to charge because we are in a service industry, we do get into chiropractic because we love what we do, we want to help people and money, it does money feels a little dirty and a bit evil but it's not like I mean you need to get over that and you need to understand that you have value and that is, you know, if you want to practice for eggs and for milk, and for cheese and stuff go ahead but, you know, unfortunately my fabulous codes don't actually take eggs and cheese. So you know, people always say, you know, my husband and I do dress for success, like, you know you attract who you want. So, you know, I want certain clients in my clinic so I need to exude a certain energy to get those clients in and as I said the image I have that will allow people to, you know, it is an unconscious thing, we only communicate seven percent with word but we can communicate like ninety three percent other stuff, so how are you dressed, your attitudes to money, your energy about it is all very important to what message you are getting across to your clients, like if you look poor and sad they are not going to want to listen to you. Like you need to look successful, happy and fantastic and they go yeah, what you have got sure I will listen to what you have to say. We are much more successful that way and.



Demartini I think wrote a book saying How to Get to Heaven and Still Make One Hell of a Profit

Matthew: I think I have heard about that one, that sounds good

Leandra : It is a good one, it is about running ethical businesses and things and I mean that's, it's a whole idea but it was a huge learning for us getting over that idea that money, like we had to really, we had a business coach when we first started and sitting down with her and actually like understanding what our company values are, what our values are as people, what are hierarchy values. I have done a lot of self development since I started our clinic actually because starting a business is just haa, but I thought we were just starting a business but it's not about that, it's you learn a lot about yourself when you start a business.

Matthew: I agree, I think if you are into personal development in many ways you can't be an employee and even if you are an employee you have to not think like an employee because you have to realise that the buck stops with you, you are responsible for what you are creating whether you are employed by somebody or not and if the job that you have doesn't enable you to do what you want to do then you need to change jobs.

Leandra : Yeah, so this is why I was a terrible employee, I had two jobs at first out of my business and I didn't understand why I couldn't like function in their practice model, I mean, both my bosses hated me so that is fine, it was about the fact I wanted to do it my way and they wanted me to be them and I didn't want to be them, so I wanted to be me and I wasn't allowed to do that and. I mean I did learn a lot from my first boss, like a massive amount of that, he taught me a lot about chiropractic philosophy and theory and everything, really defined me as who I am as a practitioner today but he was crazy, he was too crazy. I mean, yeah, it is interesting but it is a great point you bring up but you are right the buck does stop with you, you are in control of what you create and I think that that is a huge thing to try, I mean, I am trying to teach my two year old that right now, it might be large concepts for her but I am thinking if I start talking to her now about it like when she is fifteen she will know that I have already spoken to her, like this is just how we are,

Matthew: Repetition of message and things like that.

Leandra : What I try to teach her that you know, if she is crying because she is in her car seat it is like you are choosing to cry, like you know we can't change the situation of you being in your car seat but you are choosing to react that way. That is fine but that is your choice like can't do anything about this.

Matthew: Yeah, she is probably not likely to change her reaction

Leandra : but it is just like hey, you have had this message your entire life like your choice. I think it is a huge huge thing, I mean, understanding that, I mean, that is what chiropractic is about, it is that we teach people to be in charge of their own health but they are not at the mercy of, you know, headaches or not because they don't have Panadol, you know, they are not at the mercy of anything, like they are not a victim to anything. So I try to teach people like when they come and they say I got a cold I am like man, you think about it there are always viruses around us all the time and it has to do with your internal environment and yawning here now do you think I am going to get sick after I see you, and they are like oh yeah you are never sick and I am like exactly because, you know, it is my internal environment and teaching people that you are not the victim of this virus you have got, think about how you can actually just change this around and it is a huge powerful thing to understand that you are in control of everything and there is nothing that is not in your control, you are not really a victim to anything.

Matthew: Just to maybe bring you back a little bit, based on what you were saying before am I right in assuming that you have made some very conscious decisions about the types of patients that you wanted in your practice in terms of, did you do it from a point of view of actually defining that we want certain people with these types of beliefs or did you go down the route of we want people with these types of conditions or how did you almost specialise your practice from that point of view?

Leandra : So we kind of decided we wanted people like us, so we didn't define the conditions specific we went more, yeah like more of a feel, so we wanted professionals, we wanted people who were in control of their health, I don't want that pain, seen any one with that pain actually strangely enough no. So I don't want people who come to me and say they are coming to be fixed. So Jacob gets a few of those obviously that they are coming for that pain and then we sort of educate them on other things. But we wanted young, we wanted proactive, we wanted healthy people so we branded the way we did to sort of reflect that so when started off, we went and we did networking and we sort of like spoke of certain things that we thought would be good to leverage, in the beginning obviously when you take anyone at the beginning but we are sort now at a point now in our practice we are like we can kind of just sort of let people go if we don't want them and like we can kind of work on the people who we want a little bit more, so we have been lucky in that respect. So like I have created a client, I have created from the profile I have got, you know, what we put on our Facebook page, what our website looks like, our website is very different actually, we talk a lot about our process. So if you got into our website and read about our process it is phrased just like a relationship, so it is like, you know, everyone should break out with painkillers and we want you to like and have a relationship with us and it talks about how the relationship develops and you know, you have a relationship with your chiropractor that is kind of lifelong and about health centred. So we

branded a little bit differently and it was really interesting because when we first wrote our website, we were the first ones in Darwin to have a website, it took me like a week to write out bios and I was like that is ridiculous, why did it take me a week to write our bios and I realised it was because I was trying to be someone else, like I was trying to be other chiropractors I had seen, I had looked on everyone else's websites the big names and stuff and gone oh, we need to be like them because if we are like them then we will be as successful as them and I mean that is not a move to go with but really what we needed to do is be like us and so once we actually decided to be like us that sort of skyrocketed our success because we are authentic. So you go to our website it looks like us like it reads like us, you come and see us you are like yeah, this is exactly what I expected, we talk the same way, you know, it is all congruent so people like know who, so we don't get many people who just want to whack them and crack them because we don't send that message out there.

Matthew: This is amazing stuff and people who are listening really should sit up and take notice in that so many chiropractors just go out and they put up their shingle and they set up their bench and off they go and hope for the best and there is very little conscious thought behind how they are going to do it, which markets they are going to target, whether that be condition specific or more personality based as you said and as a result they often struggle and what you are saying is wonderful, I really hope people sit up and take notice about that.

Leandra : Yeah, like I said it wasn't easy because it is nothing we have ever been taught before but it was, I mean, it makes sense to be you, I think you do have to make a conscious decision of what kind of practice do you want like where do you want to be, like that is the reason you are going to business for yourself is that you want to have your own place and you want in an environment that you like, that is true like people get so dissatisfied because they, like you are not really what are you putting out to the universe, what are you putting up that you want, like the universe gives you what you are asking for and if you just ask for anyone you will get anyone and especially for us like going out there and letting people know what kind of a chiropractor we are as well and getting people to understand hey chiropractic is a little bit, it is not what you think it is, it is a bit different, I mean, it is easy for me because I don't look back of what think a chiropractor should look like, like I am short, I am brown and I am quirky looking. So you know, people think should be, big men are chiropractors, neither my husband and I are big men, so you know, that instantly puts people, you know, kind of breaks that little circle for them and they go oh, ok,

Matthew: It gives them a reason to take a bit of a double take and so forth

Leandra : Exactly. So, I mean, you know, doing that for yourself and kind of just being you and going out there and defining exactly, like write it down, write down like exactly even if it is just like your path, like I ask people a lot of time what does

your perfect day look like and they go oh what do you mean, like I can tell you exactly what a perfect day looks like to me because I have written it down, I can visualize it and I know what it looks like. But if you are going into business for yourself like it is something that you should probably start thinking about, what do you want a perfect day to look like, what do you want your clinic to look like, what do you want it to feel like, you know, I had to spend some money to actually sit down with someone to knock all the stuff out from your head but it is very important.

Matthew: it is, yes, I mean, some of the money that I have spent on coaches and things has been the best investment that I have made without a doubt and I am sure you would say the same thing.

Leandra : Definitely, they pull some strange stuff out of you don't they?

Matthew: They do.

Leandra : They are like it would be fair to say this and you are like oh, I never thought about it that way, but it is true, like inside your head, no one can get inside your head and everyone brings the right perceptions to the table, you have to be aware of that. So understanding that other people when they look at your brand they bring a lot of stuff to it, now that is really interesting. Like when I when I spoke to my designer I said I don't want a spine on our logo and he was like what do you mean you are a chiropractor, so we actually made our designer come in and he had a consult with me and so he had left my consult and went spoke to Jacob and haw like oh my god I am so sorry because like I had no idea that that is what chiropractic is, he is like yeah I was going to slap a spine on it and be done with it, he is like but that is not who you are, like no, it is not. So as a result we had a chameleon as our brand, so it was so tropical and he responds to physical chemical and emotional stress.

Matthew: Changing colours

Leandra : He is very adaptable

Matthew: Yes

Leandra : So we have the Charles Darwin quote in our office saying that 'It's not the strongest of the species that survives, it's the one that is adaptable to change', it stirs a lot of conversation people are like what do you mean, we talk about how we help people and in chiropractic help you adapt, I mean, we can't get rid of the space in your life, that is not just happening but you are going to feel that stress, you will hold up better if you just take care of yourself a little bit more. So yeah, it doesn't matter what your philosophy on chiropractic is, it matters on what you are pushing out there to people to show them what you are about.

Matthew: And again, that branding, that marketing that positioning of you which has to be a very conscious decision.

Leandra : Yes, it is so important.

Matthew: If you had the opportunity to speak to a new chiropractor that is coming out into the profession, what specific advice would you give to them to get them started and get them off from a good footing, obviously we have covered a lot today but can you condense it into one little gem.

Leandra : Well the very first thing is I tell them to just take like, you know, they are always too worried about which job to take and should I take this job and stuff, honestly like move away from what you studied into like somewhere different and just take whatever job because you will hate it, you always hate your first job I am sure of that, every person I have spoken to has, it is because when you are in chiropractic school you think you are going to be one thing, like you think you have got all these ideas of what you think chiropractic is going to be and what you think you are going to be but when are actually out there it is so different, I am like the total opposite of what I thought I would be when I started chiropractic I was like, so for me changing the world I really wanted to work with WHO, the World Health Organization and you know, I really wanted to get chiropractic to be like, you know, I don't know, I can't really remember what I wanted to do but I was going mechanistic, like I thought chiropractic was the back pain and it was great but, you know, now being in practice I am like god I couldn't imagine myself doing that at all like it is just not who I am. But yes, you take a job, like go be an associate for a while and see what is out there, just like see what it really is the way to practice as a chiropractor and then you can start making your own decisions. But that would be my first bit of advice is to just get your hands dirty and just see what is out there and then you can start to define what you would actually want because it is very very different out here than it is in uni.

Matthew: Absolutely. What words of advice would you give to a chiropractor that has maybe been in practice for a longer period of time? I know you are getting out there and

Leandra : I haven't been out here long

Matthew: Yes, but given what you have done in terms of taking your message to a larger audience could you give some ways for people to maintain the passion for chiropractic perhaps?

Leandra : Yeah, because that is true we do get a lot of burnout because it is day in day out, sometimes you do the same thing but yeah, like I think keeping out with later stuff, there is some amazing stuff coming out in the research and things about which is really applicable to chiropractic, I mean, the biggest thing at the moment is gut brain health which is like big. But you know, going out there and sort of

seeing what else there is out there then to what you are doing is always really good and talking to some other chiropractors, I don't talk to my other chiropractors I have to say maybe that is not my advice but I think getting out there and talking about what you do as well like you know, I speak at a lot of events and things and people are always surprised that Cosmo Hippy is chiropractic. But getting out there and explaining or connecting to why you became a chiropractor and why you really love it, like I mean it is really important to just sit down and you know, reflect over like really good things that have happened and you know, really good clients you have had and start talking to them a little bit more like ask them, like I mean, a lot of us don't seek help for a long period of time but you know, actually sit down and ask your clients, like do some reviews of those like say hey you came in and you saw me for headaches and people will be like what do you mean I never get headaches, like I had a woman who came to me because she was going to go for knee surgery, actually she had been coming to see for ages but she came in recently because her shoulder hurt and I said how is your knee and she is like what do you mean, I am like you were going for knee surgery before you so me, she is like oh yeah she is perfect now thanks for that, great sure. But like you know we do some amazing stuff but I think connecting with your clients and remembering what their amazing stuff is and going out and change people who don't know what chiropractic is and just talking about like the concepts of that. So for me I have taken chiropractic out of what I do, like I put Cosmo Hippy in front and people are always surprised that this is chiropractic but that is always nice as well just getting people to understand what health kind of is and kind of like get chiropractic out of it and get people excited about health again and you know, connect with some more interesting things that you are doing. Like, I mean, I do love being a chiropractor, I love helping people and I love adjusting people but I can understand can kind of get you down, so shake it up a bit, just do some new stuff, like I mean I have had people who have said this is not like old chiropractic like I used to go and see them, I am like hmm, really because pretty sure this is the same concepts of like it has been the same.

Matthew: Yeah with manifestation it may well be different but the underlying concepts are the same.

Leandra : Always been the same thing, the people are so up for it these days like they want to know, they want to know like what can I do to help myself. Start reaching out there and seeing some more people like go to a massage class or go to a yoga class and, like I work with a lot of professionals around Darwin as well and just I can go and observe yoga classes classes and go oh, I need one of these and you know, the yoga instructors and I talk to each other and, you know, sitting down and chatting again some people around you who get you excited about what you do because so many people don't know what we do but so many

people want to know what we do but they don't know yet, they don't because they don't understand what chiropractic really is.

Matthew: They just see it as being cracking bones and that's it.

Leandra: Cracking bones, exactly, like I know people, like I fixed so many babies because I fixed one baby and now I have like twenty five other babies but it is like, and you know, people are like wow so I thought would like crack them with your leg and I am like where would you get that idea from, you know, going out there and teaching a baby massage class, like I mean, you know, showing people like mums are so into those sorts of things but just being there out there a bit more I think is a good idea.

Matthew: Well you have been extremely generous with time and with everything that you have shared with us. If people want to find out more about you and Cosmopolitan Hippy where should they go?

Leandra: I have a website which is [cosmohippy.com.au](http://cosmohippy.com.au) with a y plus I am also on Facebook and Instagram and I do write for a bunch of different things about the internet, I write to Smart Healthy Women and I write for local publication Darwin Life which is, I have got like a page on their blog and things. So I am about but follow me on Facebook and my book is available for sale on my website and my first book is on Book Depository.

Matthew: Excellent, that is great, I will link to all of those and show notes so that people can go along there and follow those three quite easily. Thank you very much, it has been great to chat to you.

Leandra: You are welcome.

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